



September 2023

Industry New Vehicle Sales



OUR AMBITION:

TO BE THE MOST CREDIBLE AND RESPECTED THOUGHT
LEADER AND PARTNER FOR AND ON BEHALF OF THE
AUTOMOTIVE INDUSTRY IN SOUTH AFRICA

REIMAGINING **THE FUTURE TOGETHER**
Partnership | Consistency | Trust

Market at a Glance

Passenger Vehicles - YTD Sep 2023

260 833 -3.6% ↓
compared to YTD Sep 2022 (270 540)



2019	2020	2021	2022
355 379	246 540	304 341	363 696

Light Commercial Bakkies & Mini Buses - YTD Sep 2023

116 002 17.2% ↑
compared to YTD Sep 2022 (99 013)



2019	2020	2021	2022
153 221	110 912	133 077	135 712

Medium Trucks & Buses - YTD Sep 2023

6 091 4.1% ↑
compared to YTD Sep 2022 (5 852)



2019	2020	2021	2022
8 690	6 735	7 520	8 308

Heavy Trucks & Buses - YTD Sep 2023

18 389 14.3% ↑
compared to YTD Sep 2022 (16 095)



2019	2020	2021	2022
19 322	16 019	19 555	21 844

New Vehicle Sales Totals and Export Sales

	Sep 2023		Sep 2022		Var %		Aug 2023		Sep 2023 YTD		Sep 2022 YTD		Var %	
	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp	Local	Exp
Passenger	29 669	23 948	32 392	23 683	-8.4%	1.1%	29 003	26 366	260 833	185 088	270 540	179 899	-3.6%	2.9%
Light CV < 3501kg	13 169	12 244	12 588	17 684	4.6%	-30.8%	13 652	14 460	116 002	99 452	99 013	82 894	17.2%	20.0%
Medium CV 3501-8500kg	827	3	871	12	-5.1%	-75.0%	692	2	6 091	85	5 852	80	4.1%	6.2%
Heavy CV 8501-16500kg	491	19	509	55	-3.5%	-65.5%	579	45	4 122	207	4 481	254	-8.0%	-18.5%
Extra Heavy CV > 16500kg	1 779	29	1 532	27	16.1%	7.4%	1 749	33	13 760	332	11 151	216	23.4%	53.7%
Bus > 8500kg	86	4	92	3	-6.5%	33.3%	52	6	507	36	463	49	9.5%	-26.5%
Industry Total	46 021	36 247	47 984	41 464	-4.1%	-12.6%	45 727	40 912	401 315	285 200	391 500	263 392	2.5%	8.3%

Total Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
TOYOTA	12 704	6 025
VOLKSWAGEN GROUP SA	6 316	11 402
SUZUKI AUTO	4 478	12
FORD MOTOR COMPANY	2 807	5 536
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 665	-
NISSAN	2 130	452
ISUZU MOTORS SOUTH AFRICA	1 990	433
KIA SOUTH AFRICA	1 703	-
RENAULT	1 702	-
HAVAL MOTORS SA	1 532	112
CHERY AUTO SOUTH AFRICA	1 240	-
BMW GROUP	1 037	6 230
MAHINDRA	784	-
MERCEDES-BENZ SA **	692	5 905
DAIMLER TRUCK SOUTHERN AFRICA	533	3

Total Commercial Vehicle Sales by Manufacturer (Top 15)

* Sales are estimates ** Reported aggregate sales numbers only	Local	Exp
DAIMLER TRUCK SOUTHERN AFRICA	533	3
FAW TRUCKS	411	-
TOYOTA	315	4
SCANIA	296	19
UD TRUCKS SOUTHERN AFRICA	279	9
ISUZU MOTORS SOUTH AFRICA	274	10
MAN	237	-
VOLVO GROUP SOUTHERN AFRICA	207	10
MERCEDES-BENZ SA **	136	-
POWERSTAR	90	-
IVECO	83	-
FORD MOTOR COMPANY	70	-
TATA	60	-
VOLKSWAGEN GROUP SA	57	-
BABCOCK	52	-

Notes

- BMW South Africa (Pty) Limited will report sales information quarterly, in line with its global directive. Estimate sales are provided for Mercedes-Benz SA Ltd and Daimler Trucks and Buses SA (Pty) Ltd from Feb 2020 to Jun 2021. From Jul 2021 to Nov 2022, commercial market split estimates were provided. As from Dec 2022, Daimler Trucks will provide standard detail. Porsche, Bentley and Lamborghini, as of Dec 2022, are no longer reporting sales to naamsa. Estimated domestic new vehicle and export sales are provided for Porsche.

- naamsa is currently renovating its data management offering to the market. We will be introducing a number of value adding services that we will announce shortly. Should you have data related enquiries, do not hesitate to reach us on datasupport@naamsa.co.za

Total Vehicles Sales by Manufacturer

	Passenger LCV		Commercial		Total	
	Local	Exp	Local	Exp	Local	Exp
* Sales are estimates ** Reported aggregate sales numbers only						
TOYOTA	12 389	6 021	315	4	12 704	6 025
VOLKSWAGEN GROUP SA	6 259	11 402	57	-	6 316	11 402
SUZUKI AUTO	4 478	12	-	-	4 478	12
FORD MOTOR COMPANY	2 737	5 536	70	-	2 807	5 536
HYUNDAI AUTOMOTIVE SOUTH AFRICA	2 639	-	26	-	2 665	-
NISSAN	2 130	452	-	-	2 130	452
ISUZU MOTORS SOUTH AFRICA	1 716	423	274	10	1 990	433
KIA SOUTH AFRICA	1 703	-	-	-	1 703	-
RENAULT	1 702	-	-	-	1 702	-
HAVAL MOTORS SA	1 532	112	-	-	1 532	112
CHERY AUTO SOUTH AFRICA	1 240	-	-	-	1 240	-
BMW GROUP	1 037	6 230	-	-	1 037	6 230
MAHINDRA	784	-	-	-	784	-
MERCEDES-BENZ SA **	556	5 905	136	-	692	5 905
DAIMLER TRUCK SOUTHERN AFRICA	-	-	533	3	533	3
FAW TRUCKS	-	-	411	-	411	-
HONDA	358	40	-	-	358	40
STELLANTIS	351	4	2	-	353	4
SCANIA	-	-	296	19	296	19
JAGUAR LAND ROVER	287	-	-	-	287	-
UD TRUCKS SOUTHERN AFRICA	-	-	279	9	279	9
MITSUBISHI MOTORS SA	255	37	-	-	255	37
MAN	-	-	237	-	237	-
MAZDA SOUTHERN AFRICA	223	-	-	-	223	-
VOLVO GROUP SOUTHERN AFRICA	-	-	207	10	207	10
PORSCHE *	133	-	-	-	133	-
PROTON SOUTH AFRICA	110	18	-	-	110	18
VOLVO CARS	108	-	-	-	108	-
JAC MOTORS SOUTH AFRICA	87	-	18	-	105	-
POWERSTAR	-	-	90	-	90	-
IVECO	-	-	83	-	83	-
TATA	-	-	60	-	60	-
BABCOCK	-	-	52	-	52	-
VECV SOUTH AFRICA	-	-	27	-	27	-
SUBARU	21	-	-	-	21	-
SINOTRUK	-	-	10	-	10	-
SCUDERIA SOUTH AFRICA	3	-	-	-	3	-

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